

**The National Initiative for Increasing Safety Belt Use
Buckle Up America Campaign**

Eighth Report to Congress, Sixth Report to the President

Prepared by the

U.S. Department of Transportation

National Highway Traffic Safety Administration

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This report is submitted in response to Executive Order 13043 and the House and Senate Appropriations Committees' request to the Secretary of Transportation and the Administrator of the National Highway Traffic Safety Administration (NHTSA) to keep the President and the Committees apprised of the activities of the national *Buckle Up America* campaign. This report highlights the activities of the campaign from January 1, 2004 through December 31, 2004.

OVERVIEW OF THE *Buckle Up America* CAMPAIGN

National Safety Belt Use Goal

- To increase the national safety belt use rate to 82 percent by the end of 2006.

Four-Point Plan

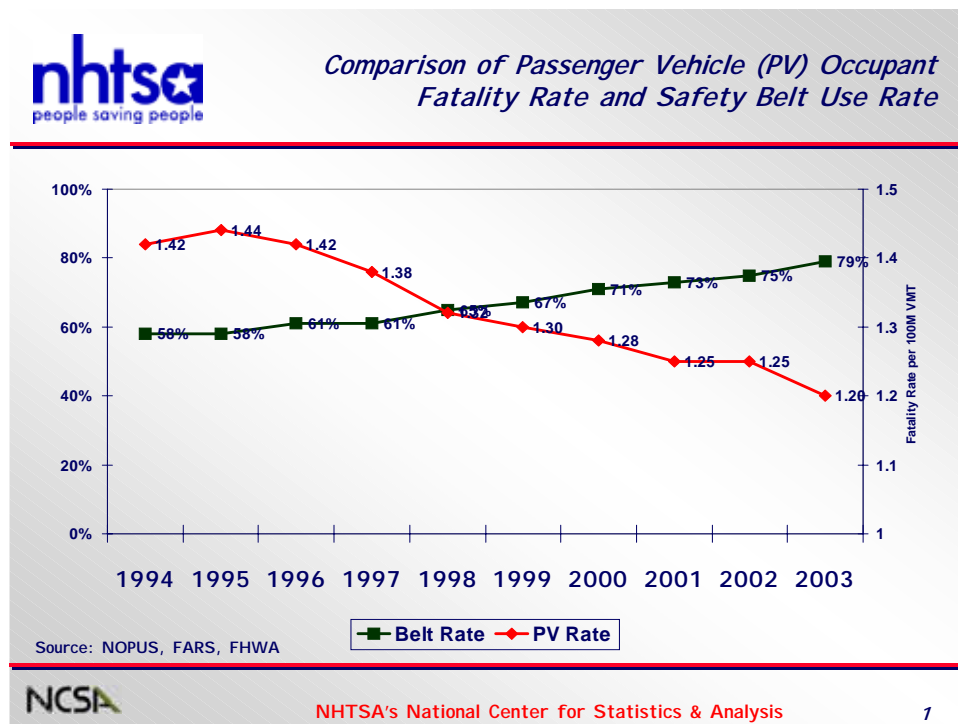
- Enact strong legislation.
- Maintain active, high-visibility law enforcement.
- Build public-private partnerships.
- Conduct well-coordinated, effective public education.

I. BUCKLE UP AMERICA and *CLICK IT OR TICKET* –A WINNING COMBINATION

2004 Saw Continued Progress: Safety Belt Use Increased And Additional Lives Were Saved

As in past years, the *Buckle Up America* (BUA) Campaign in 2004 made further progress in increasing safety belt and child safety seat use, and saving lives. Due in large part to concerted, coordinated nationwide efforts in the *Click It or Ticket* law enforcement Mobilization program, in 2004 the national safety belt use rate rose one percentage point to the historic benchmark of 80 percent—the highest level ever. Approximately five percent of safety belt non-users were converted to users from 2003 to 2004 (the conversion rate is the percentage reduction of safety belt non-use.)

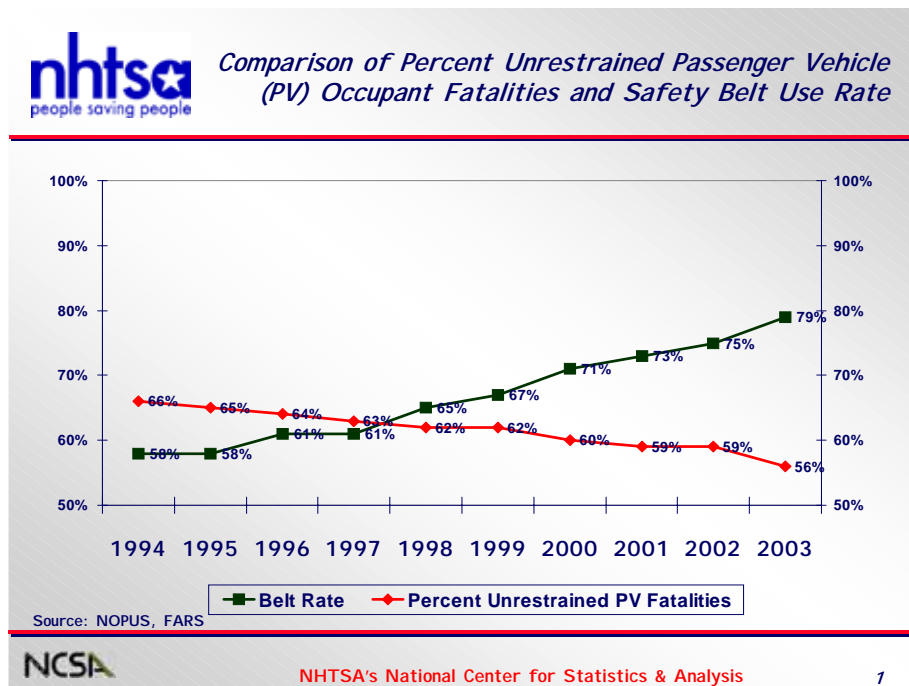
The 80 percent daytime safety belt use rate will save around 15,200 lives and \$50 billion in economic costs associated with traffic-related crashes, injuries and deaths each year.



With eight out of ten Americans wearing safety belts, a further reduction in the traffic fatality rate on the Nation's highways is expected for 2004. (That calculation will be available in late 2005.) In 2003—when the safety belt use rate increased four percentage points to 79 percent—the Nation's lowest traffic fatality rate was recorded since record keeping began in 1975. The 2003 traffic fatality rate was 1.48 fatalities per 100 million vehicle miles traveled, a dramatic reduction from 1975 when the rate was 3.35 fatalities per 100 million vehicle miles traveled.

Additional Increases in Safety Belt Use Would Save Even More Lives and Dollars

Safety belts are approximately 50 percent effective in preventing fatalities in crashes in which motorists would otherwise die, so raising safety belt use saves lives. NHTSA estimates that safety belt use prevented about 15,200 deaths in 2004. Safety belt use prevents untold tragedy to American families and saves billions of dollars in medical expenses and lost productivity costs annually. If all passenger vehicle occupants over age four had used safety belts in 2004, NHTSA estimates that nearly 21,000 lives (that is, an additional 5,800 lives) could have been saved.



NHTSA estimates that for each percentage point increase in safety belt use, an additional 2.8 million people are buckled up, and about 270 lives are saved. Thus, NHTSA estimates that in 2004, the one-percentage point increase resulted in an additional 2.8 million people buckling up than in 2003, and 270 additional lives saved. NHTSA estimates that the increased use of safety belts in 2004 saved the Nation \$900 million in crash-related costs.

80 Percent Safety Belt Usage Rate Yields Tangible Benefits

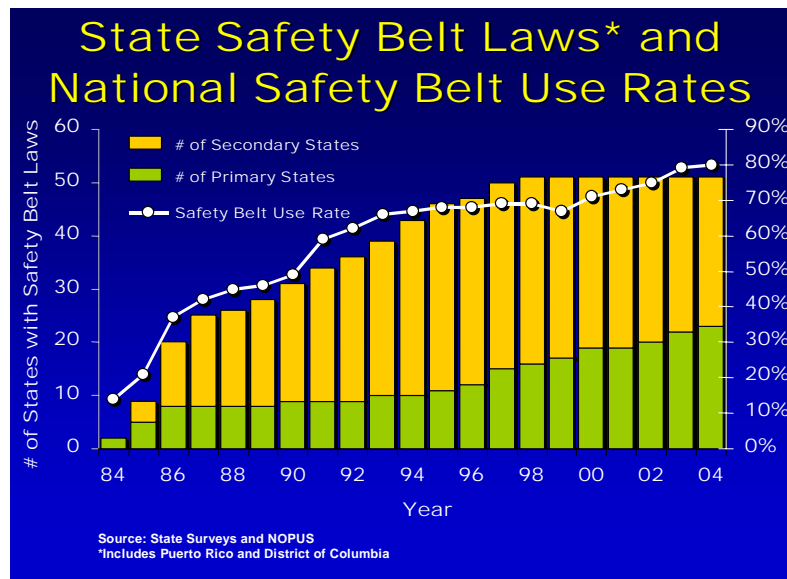
A record 80 percent of Americans wore their safety belts while driving or riding in their vehicles in 2004, according to the 2004 National Occupant Protection Use Survey (NOPUS), which provides the only probability-based observed data on safety belt use in the United States. The NOPUS is conducted annually by NHTSA's National Center for Statistics and Analysis (NCSA).

Safety belt use increased steadily from 71 percent in 2000 to 80 percent in 2004. This continued progress is attributable in large part to States that have passed and enforced primary safety belt laws.

As of January 1, 2005, 21 States, the District of Columbia and Puerto Rico had primary safety belt laws. Tennessee upgraded its law to primary enforcement in 2004. Primary enforcement allows police officers to stop a motorist solely for not wearing a safety belt, just as other traffic laws are enforced. Twenty-eight States had secondary laws in effect in 2004, and New Hampshire has no adult safety belt law. Eighteen States, as well as Puerto Rico and the District of Columbia, require all motorists ages 18 and older to use safety belts in all seating positions.

The 2004 survey also found the following:

- Statistically significant increases in safety belt use occurred on expressways and in suburban areas.
- Safety belt use is statistically lower in States with secondary belt enforcement laws than in States with primary laws (average rate of 73 percent in secondary law States, compared to 84 percent in primary law States), and is lower in rural areas (76 percent) than in urban or suburban areas (77 and 82 percent, respectively).



- Drivers who have passengers, particularly children, are more likely to be buckled than those who do not. Specifically, the survey found that 86 percent of drivers with at least one child passenger between the ages of 0 and 7 were buckled, compared to 79 percent for other drivers. Eighty-three percent of drivers with at least one passenger were riding restrained, compared to 78 percent of drivers driving alone.

- Women continue to use safety belts more than men. In 2004, 83 percent of female motorists were using safety belts, compared to 77 percent of males.
- There continue to be no statistically significant differences in safety belt use among racial groups. In 2004, 80 percent of motorists characterized as White by roadside observers used safety belts, compared to 80 percent of those characterized by the observers as African American/Black, and 79 percent of the remaining motorists.

State Surveys Show Steady Progress

In 2004, safety belt use in the United States ranged from 63.2 percent use in Mississippi to 95.3 percent in Arizona. These results are from probability-based observational surveys conducted by 51 States and Territories in accordance with criteria established by NHTSA to ensure reliable results. Compliance with the criteria is verified annually by NHTSA's National Center for Statistics and Analysis. (As noted on page three, New Hampshire has no adult safety belt law.)

The 2004 surveys also found that:

- Seven States and Territories achieved usage rates of 90 percent or higher: Arizona, Hawaii, Washington, Oregon, Michigan, California, and Puerto Rico.
- Arizona, Hawaii, Michigan, and Nevada exhibited the greatest improvement, each reducing belt non-use by 30 percent or more from 2003 to 2004.

Findings from 2004 NOPUS Regarding Child Restraint Use Are Mixed

The 2004 NOPUS found that 98 percent of infants and 93 percent of children ages 1-3 observed in passenger vehicles stopped at a stop sign or stoplight were restrained in some type of restraint, whether a rear or front facing safety seat, a booster seat, or a safety belt, essentially unchanged from the 2002 levels of 99 percent and 94 percent, respectively.

In contrast, only 73 percent of children ages 4 -7 were restrained, down from 83 percent in 2002. NHTSA is analyzing the study findings to determine the factors responsible for this unexpected decline, and will focus its resources and activities accordingly.

At the same time, however, in 2004, there was marked improvement in the positioning of child passengers ages 4-7 in the rear seat away from the possible harm of a front seat air bag. Eighty-six percent of these children were observed riding in the back seat in 2004, compared to only 71 percent in 2002. Older children continue to be in the front seat far too often, with 14 percent of children ages 4-7 observed in the front seat.

Among other activities, a 3-year NHTSA/Ad Council booster seat public service advertising campaign was launched during Child Passenger Safety Week in February 2004. The campaign includes radio ads, a television ad, a new Web site dedicated to booster seat use (www.boosterseat.gov), and materials designed for use in elementary school classrooms. The broadcast elements are available in Spanish and English. This is the first time that NHTSA's longstanding occupant protection partnership with the Ad Council has been devoted to child passenger safety.

II. MAY 2004 *CLICK IT OR TICKET* NATIONAL PROGRAM HIGHLIGHTS

State and National *Click It or Ticket* Media Buys Continued in 2004

For the May 2004, *Click It or Ticket* law enforcement Mobilization, NHTSA devoted \$10 million to air its national *Click It or Ticket* advertisement on broadcast and cable television networks, and network radio programming that reaches 18- to 34-year-old males, as well as Hispanics, and African Americans.

In addition, NHTSA placed media buys totaling \$8.6 million on behalf of 17 States that requested technical assistance in this area. These States are: Arkansas, Arizona, California, Florida, Illinois, Maine, Maryland, Mississippi, Nevada, Nebraska, New Mexico, North Carolina, Oregon, Pennsylvania, Utah, Vermont and Wisconsin. A total of more than \$20 million was spent by the States on paid media for the 2004 Mobilization, the bulk of it in television and radio advertising.

Funds to support the use of paid media in the *Click It or Ticket* program were derived from the Section 157 innovative grant program, and from the Section 402 program. Section 157 was created to encourage States to increase their safety belt use rates in recognition that increased safety belt use decreases crash injuries and the financial burden these preventable injuries place on Federal programs. Nearly \$45 million is provided from Section 157 funding to support the *Click It or Ticket* program each year.

NHTSA also provided technical assistance in arranging local media to support special programs to raise safety belt use among occupants of pickup trucks in Arkansas and New Mexico. Over \$4.2 million in value-added (bonus) media and exposure (including network billboards, liners, live reads, sports tickers, bonus spots and program upgrades) was received in support of the *Click It or Ticket* campaign.

III. MAY 2004 *CLICK IT OR TICKET* REGIONAL AND STATE HIGHLIGHTS

New England Region

Some unique methods were used to get the *Click It or Ticket* message out in the New England Region, including the use of 16 fixed and 80 portable message boards in **Massachusetts**, and the use of 91 variable message boards in **Maine** that included one at the National Guard Armory. Additionally, **Rhode Island** was able to place a full-page color ad, one outfield scoreboard message and air a 30-second PSA during each of the 25 home games of the AAA farm team, the Pawtucket Red Sox.

Maine: Maine conducted its "**BUCKLE UP - NO EXCUSES**" high visibility public education and information campaign. The effort included significant law enforcement participation and an aggressive paid media component. The last safety belt survey was conducted in 2002 with use at 59.2 percent. The 2004 survey demonstrated a 13.1 percentage-point increase, with the final usage rate measured at 72.3 percent.

Eastern Region

The Eastern Region has enjoyed a steady increase in safety belt use since 2000, going from a rate of 78.3 percent in 2000 to a rate of 84.8 percent in 2004. This can be attributed to a combined increase in both enforcement and targeted media. The Eastern Region's Tri-State Traffic Safety Partners campaign coordinated simultaneous safety belt checkpoint events in May 2004 to garner media coverage on morning news shows throughout the metropolitan area. Over 30 stories aired about this unprecedented program on five of the eight major broadcast stations in the Tri-State area (New York, New Jersey, Connecticut), including the leading Spanish-language station.

New Jersey: A record number of New Jersey law enforcement agencies participated in the May Mobilization. As a result of this unprecedented participation, 69,498 safety belt and 1,142 child restraint citations were written and over 300 DWI (driving while intoxicated) arrests were made. Enforcement was complemented by \$450,000 of radio ads, along with transit bus signs, and movie theater slides. In addition, Mobilization activities generated substantial coverage by both the English and Spanish media.

New York: As in previous years, New York had 100 percent participation by local law enforcement agencies. During the 820 checkpoints that were conducted, 56,360 safety belt citations and 1,844 child restraint citations were written. New York continues to use Non-Commercial Sustaining Announcements to reach the general public and paid media to reach Hispanic populations in urban areas.

Puerto Rico: The 2004 Mobilization effort in Puerto Rico led to an increase of three percentage points in Puerto Rico's safety belt usage rate. All law enforcement agencies participated, writing 18,583 safety belt and 323 child restraint citations during the 826 checkpoints that were conducted during the 2-week period. Banners at toll plazas, and paid television, radio and print ads helped to support the campaign.

Virgin Islands: Police officers throughout the islands participated in the Mobilization, writing 673 safety belt and 147 child restraint citations.

Mid-Atlantic Region

The Mid-Atlantic Region is the only region in which more law enforcement agencies participated in each State (**Delaware, Maryland, Pennsylvania, Virginia, and West Virginia**) than during the 2003 *Click It or Ticket* campaign. As a result of this high level of enforcement, each State saw an increase in its safety belt use rate in 2004.

Delaware: In May 2004, the Delaware Office of Highway Safety launched the State's most successful safety belt campaign to date. Over 90 percent of the State's law enforcement agencies participated, conducted 2,240 hours of checkpoints and saturation patrols, and wrote 3,614 safety belt citations. In addition, over 2,000 other traffic and felony arrests were made. Following the campaign, the State's annual safety belt observational survey was conducted, with usage found to be 82 percent – an all-time high.

District of Columbia: The Washington, D.C., Metropolitan Police Department was once again out in full force to support the *Click It or Ticket* campaign by issuing over 1,200 safety belt citations, arresting 15 drunk drivers and apprehending two fugitives during the 2-week enforcement period. The approximately \$100,000 of paid media resulted in over 550 *Click It or Ticket* television and 430 radio spots being played throughout the District. Through the successful implementation of the campaign, D.C. moved the needle closer to the 90 percent usage rate with 87 percent of the District's population buckling up.

Maryland: A record number of law enforcement agencies (126), covering 95 percent of the State's population, participated in Maryland's 2004 *Click It or Ticket* campaign. To complement this substantial enforcement effort, Maryland implemented an extensive Statewide media campaign using a combination of both paid- and earned-media. Every county in the State conducted earned-media events (media attention generated through public relations activities, as opposed to paid media, in which advertising time is purchased to promote a message or campaign) to support the campaign. In addition, \$480,000 was spent on purchasing *Click It or Ticket* ads on television, radio, and billboards. The ads featured local law enforcement officers from each region in the State. The result: an 89 percent safety belt use rate -- the highest on the East Coast.

Pennsylvania: More than \$1.1 million in State and Federal funds were used to pay for television, radio, and cinema and billboard ads promoting Pennsylvania's special enforcement message "*Click It or Ticket -- Two Tickets, Two Fines.*" The 2004 enforcement effort surpassed previous years with over 300 safety checkpoints and 14,476 enforcement hours worked during the 2-week enforcement period. This effort resulted in 60,578 safety belt citations and warnings, 102 felony arrests, 147 DUIs, 28 underage drinking arrests and six open container violations cited. The annual observation confirmed the success of the *Click It or Ticket* campaign with the Pennsylvania safety belt usage rate climbing to 81.7 percent.

Virginia: The 2004 Virginia *Click It or Ticket* campaign resulted in the State's exceeding its goal of increasing the safety belt use rate from 74.6 percent to 77 percent; indeed, after the campaign, the annual safety belt observational survey found the State's rate was 79.9 percent. More than 215 police departments, 55 State Police divisions and 15 military installations participated in the campaign. During the campaign, municipal law enforcement agencies and State Police participated in a special belt enforcement initiative along 150 miles of Route 460. More than 3,300 drivers received safety belt citations, 362 were cited for not securing children in child restraints, and over 15,000 traffic citations were written.

West Virginia: In 2004, West Virginia implemented one of the most visible *Click It or Ticket* enforcement and media efforts ever conducted in the State. Approximately 9,500 safety belt and 455 child safety seat citations were written during the two-week period. In addition, West Virginia police made 910 DUI, 1,099 felony, and 776 drug arrests, and issued 17,927 speeding and reckless driving tickets. All 60 State Police troops, and more than 75 percent of the State's sheriffs and local police agencies participated in the campaign. The activity included 5,585 *Click It or Ticket* television and 2,565 radio spots being seen and heard throughout the State, and the safety belt use rate rose to 76 percent.

Southeast Region

Alabama: Alabama increased efforts to gain local law enforcement participation in *Click It or Ticket*. As a result of these efforts, safety belt use rose to 80 percent in 2004, an all-time high, and a three-percentage point gain from 2003. Other safety belt efforts focused on the four counties with the highest minority populations, resulting in great gains in safety belt and child restraint use in those four counties. During *Click It or Ticket*, paid media focused on key sub-groups, including African Americans/Blacks, Hispanics/Latinos and young men ages 18-34. As a result of over \$400,000 in paid media, over 5,000 television and radio spots were aired resulting in an 18 percent increase in awareness of the campaign from beginning to end.

Florida: Florida utilized its strong Law Enforcement Liaison network to gain the participation of and reporting from 304 of its 362 local law enforcement agencies. Florida law enforcement wrote over 40,000 safety belt and child passenger safety seat citations during the Florida *Click It or Ticket* enforcement period, even though the law is a secondary law. As a result of these efforts, Florida's safety belt use rate rose to an all-time high of 76.4 percent, a four-percentage point increase from 2003. Florida also spent more than \$2 million on paid media in support of the State's *Click It or Ticket* activities.

Georgia: The Governor's Office of Highway Safety (GOHS) launched the largest *Click It or Ticket* campaign in Georgia's history with a press conference in Atlanta to kickoff the 2004 May Mobilization and the "100 Days of Heat" summer campaign. The GOHS launched a very successful enforcement effort during the 2004 May Mobilization campaign with 72 percent or 418 of Georgia's 579 law enforcement agencies reporting. State and local law enforcement agencies reported an unprecedented 999 checkpoints resulting in 23,415 safety belt citations, and 3,100 child safety seat citations. As a result of these activities, Georgia announced the highest safety belt use ever documented at 86.7 percent, up from 84.5 percent in 2003.

Kentucky: During the 2004 "*Buckle Up Kentucky - It's the Law and It's Enforced*" campaign, Kentucky had 100 percent participation from each of the State Police Posts. Additionally, over half of the State's local law enforcement agencies participated in the campaign. There were 801 checkpoints conducted and over 6,500 safety belt citations were written. The Kentucky State Police also participated in seven live interviews for morning and noon news programs on television that were aired throughout the State, in addition to the media stories aired during regular newscasts. The estimated value of these negotiated earned media opportunities was \$17,550.

Mississippi: Mississippi conducted over 850 safety belt checkpoints during *Click It or Ticket* that resulted in over 3,500 safety belt and child safety seat citations. Of particular importance is that the State increased the number of local agencies participating in the Mobilization from 23 percent to 64 percent. Additionally, Mississippi garnered over 9,000 paid television and radio spots throughout the State to support the campaign at a cost of \$362,000.

North Carolina: The North Carolina Governor's Highway Safety Program initiated 5,314 saturation patrols and 2,686 checkpoints during *Click It or Ticket*. Statewide, 363 law enforcement agencies (71 percent) reported their enforcement activities. A total of \$452,000 was used

Statewide during the reporting period. Magazine inserts, amphitheater signage, pavilion signage, 3,493 cable spots, 3,201 non-Hispanic/Latino radio spots and 171 paid Hispanic/Latino spots were used during this period. Three large press events were used to kickoff the efforts of the Highway Safety Office. As a result of these and other activities, in 2004 North Carolina maintained a safety belt rate over 85% (86.1).

South Carolina: The South Carolina Department of Public Safety Office of Highway Safety increased safety belt enforcement efforts from May 24 to June 6, 2004. While South Carolina law does not permit the use of checkpoints for safety belt enforcement during such campaigns, high crash corridors called enforcement zones were targeted. In these efforts, officers were asked to exercise “zero tolerance” towards moving citations, as well as to enforce the State’s secondary safety belt law. The efforts of 79 law enforcement agencies resulted in 3,327 safety belt and child restraint citations. The South Carolina Highway Safety Office promoted a successful earned media campaign by requesting that law enforcement agencies that maintain websites, provide links to their website at www.buckleupsc.com. Overall 11,010 paid advertisements were broadcast during the period at a cost of \$328,503.

Tennessee: The Tennessee Governor's Highway Safety Office aggressively promoted the State’s *Click It or Ticket* in a Statewide media campaign, committing \$227,500 resulting in 3,840 television spots and 2,026 radio spots being aired across Tennessee. To support Tennessee’s *Click It or Ticket* efforts, 208 law enforcement agencies participated in the Mobilization. Tennessee’s safety belt usage rate subsequently increased from 68.5 percent to 72 percent, prior to the State's primary law taking effect in July 2004.

Great Lakes Region

Illinois: Illinois’ May 2004 safety belt Mobilization was the State’s most visible campaign to date. A total of 55,391 citations were written in over 1,000 safety belt enforcement zones during the two-week enforcement period. More than 63 percent of the total citations written (35,214) were safety belt and child restraint law citations. In addition, greater than 9,600 speeding, 3,600 uninsured motorists, and 1,600 suspended-license citations were written. The June 2004, statewide safety belt survey showed that 83.2 percent of drivers and front seat passengers in Illinois were buckled up—a three-percentage point increase over the 2003 usage rate.

Indiana: In its May 2004 Mobilization activities, Indiana implemented a strong paid media program coupled with strong enforcement periods. More than 500 law enforcement agencies and 14,000 officers participated in increased safety belt enforcement across the State between May 23 and June 6, 2004. Officers conducted over 3,000 enforcement zones during this time period and 15,104 citations were issued. The Statewide safety belt survey conducted in June showed that 83.4 percent of motorists were buckling up.

Michigan: The Michigan Office of Highway Safety Planning implemented its most visible Statewide enforcement and media effort ever during the May 2004 Mobilization, which continued through Labor Day. Under the “*Buckle Up or Pay Up, Click It or Ticket*” banner, over 500 law enforcement agencies conducted 647 enforcement zones in 48 counties. The June 2004, the

statewide safety belt survey found 86.8 percent of drivers and front seat passengers in Michigan were buckled up, a two-percentage point increase since 2003.

Minnesota: Outreach to the Minnesota faith community was conducted to achieve greater success during the May 2004 Mobilization. Information packets were sent to the clergy throughout the Minneapolis-St. Paul metro area. The materials contained sample church bulletin announcements, PSA fillers, an explanation of the traffic enforcement campaign and points to present to church congregations. Response to the outreach was highly positive and helped Minnesota achieve an 81.2 percent usage rate as a secondary enforcement State.

South-Central Region

Oklahoma: During the May 2004 *Click It or Ticket* Mobilization, Oklahoma law enforcement agencies had a significant level of success. A new incentive program was initiated by the Oklahoma Highway Safety Office to encourage law enforcement participation. This incentive award program saw 65 agencies report a record number of enforcement contacts for the Mobilization -- over 36,000 Statewide. More checkpoint operations were conducted during this Mobilization than ever before. Oklahoma's observed Statewide safety belt use rate rose to a record high 80 percent, compared to 68 percent in 2001 before their *Click It or Ticket* activities.

Texas: In Texas, approximately 41,000 total officer-hours were worked by all reporting agencies during the May *Click It or Ticket* Mobilization period, resulting in nearly 50,000 safety belt and child safety seat citations being written.

Special Region-wide Pickup Truck Campaign Conducted

Over a million pickup drivers and passengers in the five States of NHTSA's South-Central Region were not buckling up in 2003-2004. The safety belt use rate of pickup truck drivers has been shown to be five to fifteen percentage points lower than that of passenger car drivers and occupants. To combat this, beginning in 2004, NHTSA conducted a region-wide demonstration project designed to raise safety belt use among pickup truck drivers. In May 2004, the Region and several States launched an educational campaign prior to the *Click It or Ticket* Mobilization.

The "Buckle Up in Your Truck" campaign used both paid and earned media to teach 18- to 39-year-old pickup drivers that pickups roll over twice as often as passenger cars in fatal crashes, and safety belts increase the chances of surviving a pickup rollover crash by up to 80 percent. Immediately following the May Mobilization, pickup truck belt use increased by eight percentage points, and passenger car safety belt use increased by six percentage points, reducing the disparity by two percentage points.

Safety belt awareness increased sharply at the time of the pickup truck advertisements. Male pickup drivers ages 21-39 showed the sharpest increase in awareness. The campaign was repeated in November 2004, and will be conducted again in May 2005. A special evaluation of rural pickup drivers in the Amarillo, Texas area showed that safety belt use went up by just over twelve percentage points for trucks and by 7.5 percent for passenger cars.

Central Region

Iowa: The Iowa Governor's Traffic Safety Bureau took an aggressive approach to the State's *Click It or Ticket* Mobilization in 2004. Approximately 72 percent of the State's law enforcement departments participated in the May Mobilization. In addition to the national Mobilization, Iowa conducted a corridor event that encompassed all of Interstate 35 from Minnesota to Texas. To help support the national media buy, the Traffic Safety Bureau committed an additional \$100,000 of Section 402 funds to the Statewide media campaign.

Kansas: The Kansas Department of Transportation (KDOT) hosted an Occupant Protection Assessment, which brought in experts from around the country to analyze the State's program and provide recommendations to increase usage. As a result, the *Click It or Ticket* model was adopted for the first time in 2004, which included paid media. KDOT hosted eight law enforcement workshops around the State to gain stronger commitments from local law enforcement agencies during the *Click It or Ticket* Mobilization. As a result, the State experienced a 4.7 percent increase in its safety belt usage rate in 2004 to 68.3 percent.

Missouri: In 2004, the Missouri Department of Transportation (MoDOT) initiated a HEAT (High Enforcement Action Team) Task Force, which consisted of law enforcement leaders around the State and the NHTSA Regional Office. Approximately 180 police agencies participated in the *Click It or Ticket* Mobilization effort. In addition to the national media buy, MoDOT committed \$200,000 of Section 402 program funds to the Statewide media campaign. Missouri's usage rate increased from 73.9 percent in 2003 to 75.8 percent in 2004.

Nebraska: In an effort to reach its population with the lowest belt use rate -- rural residents -- the State initiated a campaign to increase participation by local law enforcement agencies. During the 2004 Mobilization, 101 law enforcement agencies participated in enforcement activities, a 20 percent increase from 2003. The agencies worked more than 22,000 hours of overtime enforcement and conducted ten safety belt checkpoints. The State participated in the national media buy and used Section 157 funds to purchase more than 1,600 radio spots. The State also conducted a very successful earned-media campaign: it held 9 press conferences, generated 12 television news stories and over 100 print media stories during the Mobilization. From 2002-2004, Nebraska's usage rate increased from 69.7 percent to 79.2 percent, a 9.5-percentage point increase in just 2 years.

Rocky Mountain Region

All six Rocky Mountain Region States (**Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming**) increased the financial resources devoted to the May Mobilization over 2003 levels. Each State increased its level of funding for paid media and/or enforcement, and all together spent more than \$822,000 on paid media for the Mobilization -- unprecedented media activity and spending in all States. Regional negotiations with State and Federal partners resulted in the first-time use of variable message signs in both Wyoming and Utah to support belt enforcement activities. In addition, "hands-across-the-border" enforcement and media events were conducted in Wyoming/Utah, and North Dakota/Minnesota.

Colorado: In May, NHTSA regional staff initiated and partnered with the Colorado Department of Transportation, Techniques for Effective Alcohol Management (TEAM), the Colorado Rockies, Coors, Inc., and the Colorado Rapids to promote *Click It or Ticket* at games with banners, brochures, pavement stencils and marquis messages. Colorado also used variable message signs during the enforcement period.

Western Region

The Western Region has the two highest State safety belt use rates (**Arizona and Hawaii**). Three of the four States in the region have a safety belt use rate over 90 percent, and the fourth is approaching 90 percent (currently at 86.6 percent). Also, the Region has the highest two rates among States with secondary safety belt use laws.

Arizona: This year was Arizona's second for using the *Click It or Ticket* message. Arizona's demographics are such that the majority of people in the State live in two general areas (Phoenix and Tucson). The Governor's Office of Highway Safety used this fact and obtained strong support from the law enforcement agencies in these areas, as well as from law enforcement agencies throughout the State. The Governor's Office of Highway Safety also worked with and obtained strong support from the various minority groups within the community, particularly Hispanic/Latino groups. By working with the community groups and by showing a strong law enforcement presence in the primary population areas, Arizona was able to achieve the highest safety belt use rate in the Nation -- 95.3 percent.

California: Size and demographics led the California Office of Traffic Safety to take a strong enforcement approach for the May 2004 Mobilization. Besides having support from most of the over 400 law enforcement agencies in the State, the California Office of Traffic Safety was able to provide 2-week mini-grants to 184 law enforcement agencies throughout the State for heavy overtime enforcement of the California mandatory safety belt and child restraint laws. These 184 agencies and the California Highway Patrol combined to issue 96,455 safety belt and child restraint citations. Despite the large enforcement presence California saw a slight drop in its safety belt use rate, but it still has a use rate over 90 percent. No other State has maintained a safety belt use rate above 90 percent as long as California has.

Hawaii: With only four law enforcement agencies in the State, Hawaii has solid commitment and support from the law enforcement community for the *Click It or Ticket* program. This support and commitment resulted in a heavy law enforcement presence throughout the State during the Mobilization period. The Hawaii Safe Communities Office uses this commitment from law

enforcement with a social marketing program that includes *Click It or Ticket* banners throughout the State across major roadways and in movie theater advertisements to get the safety belt use message out to the State's population. Hawaii's programs have allowed it to achieve a 95.2 percent safety belt use rate making it the State with the second highest usage rate in the Nation behind Arizona.

Nevada: Nevada has 36 law enforcement agencies and had support from all of these agencies for the Mobilization. Like Arizona, Nevada has two primary population areas that account for the majority of the State's residents. Of these two areas, in the Las Vegas Metro area, there was a 24/7 law enforcement presence specifically dedicated to safety belt enforcement throughout the Mobilization period. Nevada used the Statewide enforcement support and 24/7 enforcement to increase its safety belt use rate to 86.6 percent, making its rate the second highest among secondary-law States, after Arizona.

Northwest Region

The Northwest Region States attained a region-wide, weighted safety belt use rate of 90.1 percent. Two of the four States (**Oregon** and **Washington**) measured safety belt use rates above 90 percent -- 92.6 percent and 94.2 percent, respectively.

Idaho: Idaho conducted its largest Mobilization ever in May 2004. Surveys showed that 76 percent of Idaho residents saw the paid media messages, and 59 law enforcement agencies wrote almost 10,000 safety belt tickets. Safety belt usage increased from 72 to 74 percent but usage went as high as 85 percent in Ada County, and usage by passenger car, van, and Sport Utility Vehicle occupants is now 79 percent. This is considered to be good progress for a State with a secondary enforcement law, and a \$10 safety belt fine with no attached court costs for adult violators. Idaho was one of several States with secondary enforcement provisions that conducted a Section 403 Demonstration Grant program in 2004 to increase safety belt use.

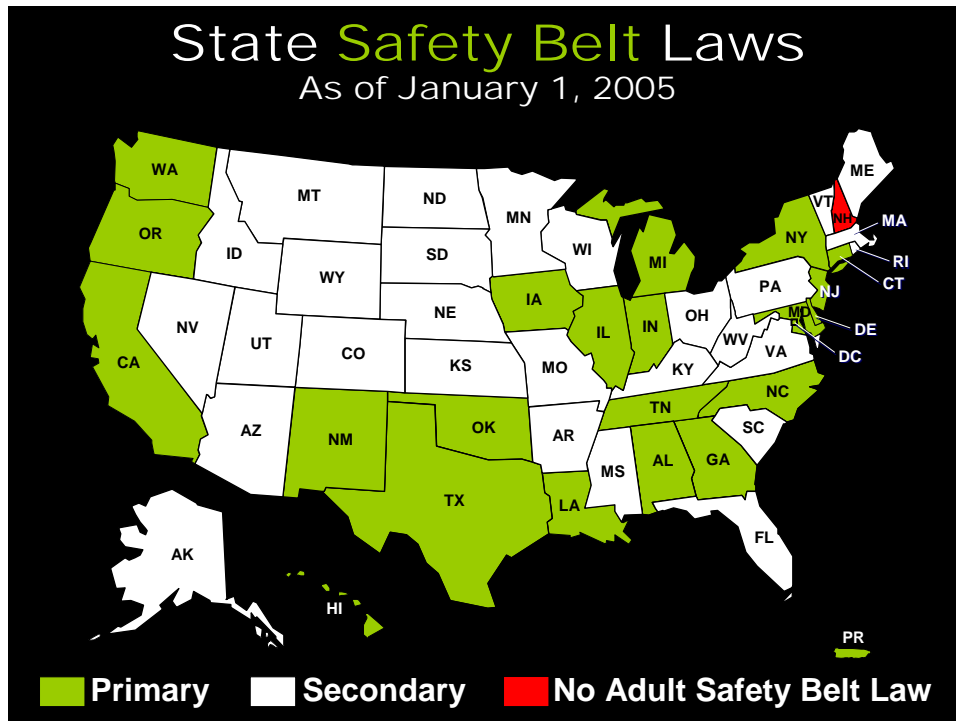
Oregon: In 2004, Oregon implemented one of the most visible *Click It or Ticket* enforcement and media efforts ever conducted in the State. Sixty-one law enforcement agencies reported post-Mobilization usage rates of 95 percent or more based upon their local usage surveys. Law enforcement agencies Statewide continued to support a zero tolerance campaign increasing their Statewide seatbelt usage rate with a two-percentage point increase over 2003 and a conversion rate of 22.98 percent.

Washington: In the 2004 Mobilization, Washington State implemented an effective paid media campaign including local celebrities. During the campaign, military, tribal police, college/university police along with smaller (three-man) departments were out in force Statewide. Strong enforcement during the two-week enforcement period resulted in a 15-percentage point increase in safety belt and child safety seat citations compared to 2003. In addition, over 641 felony arrests and 155 drug arrests were made.

IV. SUMMARY OF STATE LEGISLATIVE ACTIVITY

Adult Safety Belt Laws

Tennessee was the lone State to enact a primary enforcement provision in its adult safety belt law in 2004. It was signed into law on June 7 and took effect on July 1. It covers all occupants and carries a \$10 fine in lieu of a court appearance for first time offenders and a \$20 fine for second and subsequent offenders. As of January 1, 2005, and shown in the map below, primary enforcement became the law in 21 States, Puerto Rico and the District of Columbia. New Hampshire is the only State without a mandatory adult safety belt law.



Of the 28 States with secondary enforcement laws, seventeen considered but did not enact primary enforcement legislation in 2004: Alaska, Arizona, Florida, Kansas, Kentucky, Minnesota, Mississippi, Missouri, Nebraska, Ohio, Rhode Island, South Carolina, Utah, Virginia, West Virginia, Wisconsin and Wyoming.

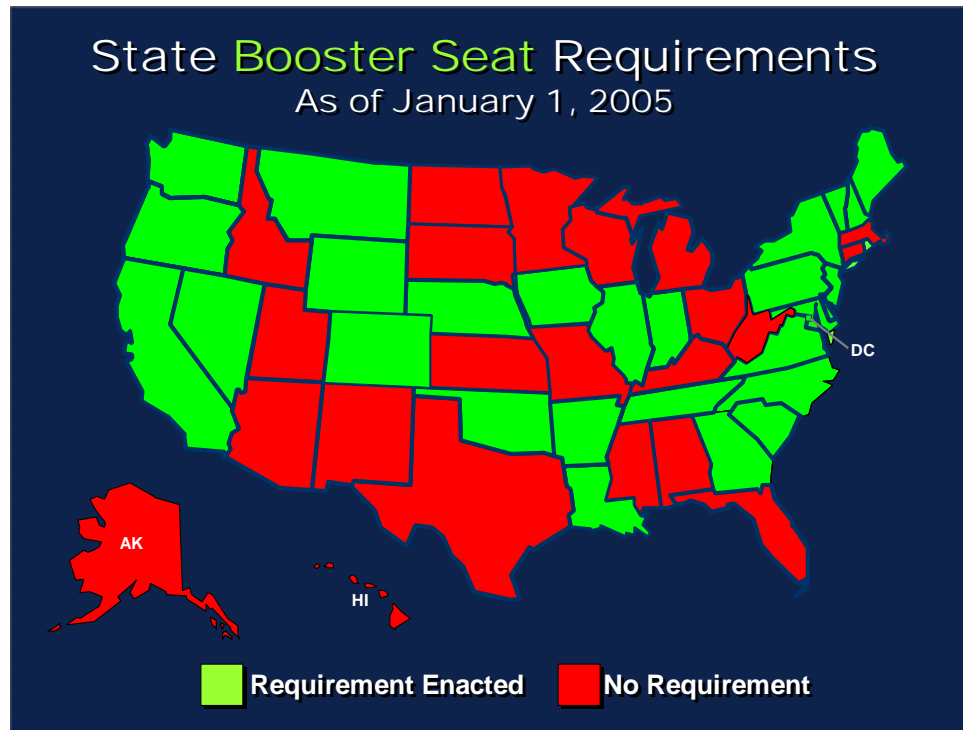
Child Restraint Laws

All 50 States, Puerto Rico and the District of Columbia have enacted child restraint laws. Legislatures around the country took significant steps to strengthen these laws in 2004, in particular by clarifying correct seating position requirements and by increasing protection for older child passengers.

As of January 1, 2005, 28 States and the District of Columbia had enacted provisions in their child restraint laws requiring the use of a booster seat or other appropriate restraint device by children

(up to as old as 9 years of age) who have outgrown their child safety seats, but are still too small to use an adult safety belt correctly.

Specific provisions vary widely from State to State--some laws emphasize weight, some stipulate age limits, some include height requirements--but all laws include a combination of these characteristics.



The following jurisdictions have enacted these lifesaving provisions (* denotes States that enacted a booster seat requirement in 2004):

Arkansas	Maine	Oregon
California	Maryland	Pennsylvania
Colorado	Montana	Rhode Island
District of Columbia	Nebraska	South Carolina
Delaware	Nevada	Tennessee
Georgia*	New Hampshire	Vermont
Iowa*	New Jersey	Virginia
Illinois	New York*	Washington
Indiana*	North Carolina*	Wyoming
Louisiana	Oklahoma*	

Of Special Note in California:

It is now illegal in California for children to sit in the front seat, with a few exceptions. The law now requires that all children under age 6, or weighing less than 60 pounds, be secured in a child restraint system in the back seat. Violating the new rules can carry a \$100 fine for the first offense and \$250 for the second offense. In addition, the California legislature enacted a provision that prohibits any child under age 1, weighing less than 20 pounds, or in a rear-facing child restraint from riding in a front passenger seat where an active passenger airbag is present.

V. FUNDS SUPPORTING THE *BUCKLE UP AMERICA* CAMPAIGN

The Transportation Equity Act for the 21st Century (TEA-21) (Public Law 105-178) was signed into law on June 9, 1998, and was extended for an additional year in 2004. In addition to providing funding for improving America's roadways, bridges, and transit systems, this comprehensive legislation provided funding for increasing safety belt and child safety seat use.

Funds were provided directly to States through the following authorities:

- **23 USC SECTION 402:** TEA-21 provided funds to States and communities under Section 402 to reduce traffic crashes and resulting deaths, injuries, and property damage. A State could use these grant funds only for highway safety purposes; at least 40 percent of these funds had to be used to address local traffic safety problems, including increasing restraint use.
- **23 USC SECTION 405:** TEA-21 created a new incentive grant program under Section 405 to increase the use of safety belts and child safety seats by encouraging States to adopt more effective laws, stronger penalties, and highly visible enforcement and education programs. To qualify for a Section 405 occupant protection incentive grant, States demonstrated their eligibility under special criteria.
- **23 USC SECTION 157:** TEA-21 created a program under Section 157 to encourage States to increase their safety belt use rates in recognition that increased safety belt use decreases crash injuries and the financial burden these preventable injuries place on Federal programs. Funds were allocated to eligible States based on estimated savings in medical costs to the Federal Government due to improved safety belt use.

The Act also provided that Section 157 funds not allocated in incentive grants in a fiscal year be reallocated to the States to carry out innovative projects to promote increased safety belt use rates. NHTSA established criteria for the selection of State plans to receive allocations, ensuring, to the maximum extent practicable, demographic and geographic diversity and a diversity of safety belt use rates among the States selected for allocations. Subject to the availability of funds, TEA-21 provided for a \$100,000 minimum grant amount for each State plan. See Attachment 1 for a listing of funds allocated to the States under these programs in FY 2004.

In addition, under **23 USC SECTION 403**, funds were provided to enable governmental and non-governmental organizations to conduct demonstration programs and other activities to develop

new approaches and strategies to reduce motor-vehicle-related deaths and injuries. Please refer to Attachment 2 for a listing of many of the Section 403-funded programs underway in 2004. Unlike the other listed funds, these funds are not provided directly to States; rather, they are administered and disbursed by NHTSA headquarters personnel, in close collaboration with NHTSA Regional Office staff.

VI. FUTURE PLANS AND ACTIVITIES

NHTSA is fully committed to reducing the number of deaths and injuries on America's roadways. The *Buckle Up America* Campaign has played an extremely important role in fulfilling this commitment to our Nation.

NHTSA will continue to build and maintain partnerships, support law enforcement officials, deliver effective public education, and devise new technologies to promote occupant protection. NHTSA will also maintain its commitment to provide technical support to States in their efforts to enact strong laws that help to protect all Americans as they travel in motor vehicles.

Given the steadily increasing rates of safety belt use seen in 2004, NHTSA will continue to implement and refine the *Click It or Ticket* Campaign nationwide to achieve further usage increases in 2005.

At the same time, special programs will be conducted in 2005 emphasizing higher-risk groups that have not been as responsive to enforcement-focused activities. Some of these groups include:

- Drivers and occupants of pickup trucks
- Multi-cultural audiences
- Nighttime drivers
- Older Americans
- Part-time (situational) safety belt users
- Rural residents
- Youth

VII. REFERENCES

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For more information, visit NHTSA's website at www.nhtsa.dot.gov

ATTACHMENT 1

**FY 2004 TEA-21 HIGHWAY SAFETY FUNDING
FOR OCCUPANT PROTECTION PROGRAMMING**

STATE	Section 402 * Formula	Section 157 Safety Belt Use (Incentive)	Section 157 Safety Belt Use (Innovative)	Section 405 Occupant Protection	TOTAL
Alabama	313,150	212,012	610,000	606,154	1,741,316
Alaska	47,136	32,280	340,000	174,477	593,893
Arizona	263,758	0	500,000	0	763,758
Arkansas	978,591	680,870	750,000	0	2,409,461
California	1,926,282	16,051,052	3,417,416	3,361,124	24,755,874
Colorado	414,078	220,182	310,000	0	944,260
Connecticut	233,529	171,762	802,000	374,838	1,582,129
Delaware	147,701	109,493	385,000	174,477	816,671
D.C.	157,173	224,665	277,610	174,477	833,925
Florida	1,037,876	3,777,662	2,700,000	1,546,226	9,061,764
Georgia	1,219,875	0	290,000	890,023	2,399,898
Hawaii	45,781	326,686	460,000	174,477	1,006,944
Idaho	188,749	91,659	480,000	0	760,408
Illinois	2,793,280	1,260,715	800,000	1,444,608	6,298,603
Indiana	1,293,406	925,361	1,000,000	756,459	3,975,226
Iowa	611,773	556,432	250,000	520,260	1,938,465
Kansas	446,542	0	650,000	0	1,096,542
Kentucky	449,234	15,941	540,000	527,008	1,532,183
Louisiana	164,186	80,999	250,000	553,344	1,048,529
Maine	46,985	0	200,000	174,477	421,462
Maryland	0	2,344,288	400,000	544,940	3,289,228
Massachusetts	445,221	0	465,000	671,623	1,581,844
Michigan	342,857	2,280,226	1,175,000	1,187,292	4,985,375
Minnesota	183,359		810,000	0	810,000
Mississippi	213,350	38,656	700,000	0	952,006
Missouri	169,663	455,009	405,000	0	1,029,672
Montana	292,170	58,981	290,000	228,926	870,077
Nebraska	233,020	0	318,000	356,978	907,998
Nevada	189,273	0	600,000	0	789,273
New Hampshire	162,111	0	0	0	162,111
New Jersey	252,366	1,137,174	1,200,000	854,673	3,444,213
New Mexico	0	841,672	590,000	283,431	1,715,103
New York	0	4,173,291	250,000	2,051,495	6,474,786

STATE	Section 402 * Formula	Section 157 Safety Belt Use (Incentive)	Section 157 Safety Belt Use (Innovative)	Section 405 Occupant Protection	TOTAL
North Carolina	693,666	3,469,108	770,000	874,291	5,807,065
North Dakota	241,241	85,582	250,000	0	576,823
Ohio	809,585	2,040,517	1,350,500	0	4,200,602
Oklahoma	474,184	307,657	685,000	0	1,466,841
Oregon	416,266	1,212,195	320,000	465,479	2,413,940
Pennsylvania	796	2,226,924	2,485,000	1,449,988	6,162,708
Rhode Island	96,919	110,788	250,000	174,477	632,184
South Carolina	555,493	0	600,000	0	1,155,493
South Dakota	255,464	0	0	0	255,464
Tennessee	121,188	0	250,000	0	371,188
Texas	2,508,674	4,791,594	3,020,000	2,343,133	12,663,401
Utah	49,563	216,794	370,808	261,141	898,306
Vermont	137,513	167,378	675,000	174,477	1,154,368
Virginia	274,348	0	925,000	770,788	1,970,136
Washington	626,913	4,331,205	975,000	660,343	6,593,461
West Virginia	24,489	380,586	460,000	0	865,075
Wisconsin	272,524	0	540,000	0	812,524
Wyoming	182,013	0	0	0	182,013
Puerto Rico	91,924	630,557	250,000	385,675	1,358,156
Indian Nations	22,430	0	0	0	22,430
American Samoa	50,028	0	0	0	50,028
Guam	76,074	0	0	0	76,074
Mariana Islands	34,216	0	0	87,238	121,454
Virgin Islands	69,859	0	0	87,238	157,097
TOTAL	23,347,845	26,675,668	36,391,334	25,366,055	140,959,828
	50 States + DC, PR, BIA, 4 territories	36 States + DC, PR	47 States + DC, PR	31 States + DC, PR and 2 territories	

*** Section 402 Formula Funds:**

States spend their Section 402 funding on a variety of programs focused on pressing traffic safety concerns, including preventing impaired driving; police traffic services; occupant protection; traffic records; emergency medical services; and motorcycle safety.

As depicted above, \$23,347,845 of the \$151,997,197 in total Section 402 funding for FY 2004 was obligated by the States to occupant protection programming.

ATTACHMENT 2**SECTION 403-FUNDED PROGRAM ACTIVITIES**

During 2004, a wide range of new and continuing activities were funded pursuant to or in support of Congressional earmarks and other directives to increase the use of child restraints and safety belts using Section 403 funding. These funds are administered and disbursed by NHTSA headquarters personnel, in close collaboration with NHTSA Regional Office staff.

Programs funded in 2004 focused on identified segments of the population that have been shown to be at particularly high risk of injury and death, due to insufficient levels of use of occupant restraint systems. These programs included:

Demonstration Projects

- Hispanic Child Passenger Safety Inspection Station Demonstration Program
- Increasing Booster Seat Use Among Older Child Passengers
- Increasing Hispanic Safety Belt and Child Restraint Use
- Increasing Safety Belt Use in Secondary Law States
- *Madrina-Padrino* Traffic Safety Education Demonstration Program
- Metropolitan /Urban Demonstration Program To Increase African American Safety Belt Use
- Regional Pickup Truck Demonstration (Southwest Region)
- Rural Initiative to Increase Safety Belt Use
- Teen Occupant Protection Campaign

Special Multicultural Programs

- Interagency Agreements with Bureau of Indian Affairs and Indian Health Service
- *Mayors Challenge to Buckle Up America* (National Conference of Black Mayors)
- National Black Nurses Association child passenger safety training program

Other Special Activities

- Safe Transportation of Children With Special Health Care Needs
- Administrative support for child passenger safety training and certification program
- Mobilization support for the Air Bag and Seat Belt Safety Campaign